



# National Anti-Stigma Campaign (NASC) Media Outreach

January 17, 2007



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
Center for Mental Health Services  
[www.samhsa.gov](http://www.samhsa.gov)

[www.stopstigma.samhsa.gov](http://www.stopstigma.samhsa.gov)



## Survey

We value your suggestions. Within 24 hours of this teleconference, you will receive an e-mail request to participate in a short, anonymous online survey about today's training material. Survey results will be used to determine what resources and topic areas need to be addressed by future training events. The survey will take approximately five minutes to complete.

Survey participation requests will be sent to all registered event participants who provided e-mail addresses at the time of their registration. Each request message will contain a Web link to our survey tool. Please call **1-800-540-0320** if you have any difficulties filling out the survey online. Thank you for your feedback and cooperation.

Written comments may be sent to the Substance Abuse and Mental Health Services Administration (SAMHSA) ADS Center via e-mail at [stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov)



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## Contact Us

### **SAMHSA ADS Center**

11420 Rockville Pike  
Rockville, MD 20852

Toll free: **1-800-540-0320**

Fax: **240-747-5470**

Web: **[www.stopstigma.samhsa.gov](http://www.stopstigma.samhsa.gov)**

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*The Moderator for this call is **Michelle Hicks**.*



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## Questions?

At the end of the speaker presentations, you will be able to ask questions. You may submit your question by pressing **'01'** on your telephone keypad. You will enter a queue and be allowed to ask your question in the order in which it was received. On hearing the conference operator announce your name, you may proceed with your question.



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## Speakers

- 1.) Chris Marshall, Consumer Affairs Specialist**
- 2.) Sondra Hawkins, Managing Director, Southwestern Region,  
The Ad Council Inc.**
- 3.) Bob Carolla, J.D., Director of Media Relations, NAMI**



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# National Mental Health Anti-Stigma Campaign

January 17, 2007



# **Campaign Update**

**SAMHSA Consumer Affairs  
Specialist**

**Chris Marshall**

# What a Difference a Friend Makes

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## Target:

18-25 year old friends of people living with a mental illness.

## Key Message:

Be the first step in a friend's recovery by supporting them if they have a mental illness.

## Call to Action:

- Be there for your friend if they have a mental illness.
- Visit **whatadifference.org** for more information.



# Campaign Elements

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## TV

- Three executions in various lengths.
- Spanish version being created.

## Radio

- Three executions in various lengths.
- Spanish version being created.

## Print

- Creative executions in various sizes.

## Outdoor

- 30-sheet, 8-sheet, Bus Shelters

# Campaign Elements

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## **Website**

- Robust site providing information for the target and mental health consumers about mental health problems, recovery, and tips on how one can support one's friend who is living with a mental illness.

## **Brochure**

- Provides the target with the tools to help support a friend they know is living with a mental illness in his/her recovery process.

## **Site Kit**

- Interactive CD-Rom that contains campaign elements, fact sheet, FAQs to help local partners with media outreach.

# Launch

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- Campaign launched on 12/4 at a press event at the National Press Club in Washington DC.
- The Acting Surgeon General, representatives from SAMHSA, CDC, and the Ad Council presented.

## Press Coverage

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- More than 100 local TV and radio news stories (as a result of a BBR and SMT/RMT)
  - **USA Today, Adweek, The Washington Examiner**
- Campaign has received over \$1.5MM in PR support to date.

## Upcoming Activities

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- **Launch of Print and Outdoor PSAs.**
- **Redistribution of TV and radio PSAs in late Spring.**
- **Post-Wave tracking study in Fall '07.**
- **Evaluation of Phase 1 and planning for Phase 2.**

# Campaigns and Programs Map

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*Coming soon: A map that details stigma reduction programs around the world and in your own backyard!*

Initiatives aimed at effecting change and educating the public help eliminate the misperceptions and biases that keeps people with mental illnesses from living, working, and participating in the community. Visit the Web page to see the map and learn more about these programs.

Do you have a stigma reduction program? Put it on the map! Contact the ADS Center at 1-800-540-0320 or [stopstigma@shs.net](mailto:stopstigma@shs.net).

***[stopstigma.samhsa.gov/maps](http://stopstigma.samhsa.gov/maps)***

# **Effective Media Outreach**

**Ad Council Regional Managing Director,  
Southwestern Region**

**Sondra Hawkins**

# Toolkit

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- **Create a hardcopy binder by printing the following campaign materials:**
  1. Campaign Fact Sheet
  2. Media Outreach Guide
  3. Action Plan
  4. List of Available Resources for Local Partners
  5. Developing Stigma Reduction Kit
  6. TA PowerPoint Presentation



# Media Outreach 101

# Local Partners Play Major Role

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- **Majority of donated media is local**
- **Ad Council study shows positive correlation between local sponsor outreach and donated media**
- **Media surveys indicate strong preference to support locally relevant issues and locally based groups**

# Making the Local Connection

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- **Media needs to put a local face on a national issue**
  - You are the issue experts
  - You can best articulate relevance, tell the stories
  - You provide resources to the community and the media
  - Leverage current relationships

# Approaching the Media

# Getting Started: Who to Target

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- **Identify and prioritize your best media prospects**
  - Programs targeting 18-24 year olds
  - Relevant reporting and reporters/editors
  - Online research - media websites
  - Your personal media contacts
- **Schedule face-to-face meetings when possible, or contact by phone, mail, email**

# When to Schedule Outreach

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- **Throughout the year**
  - Especially timely around launch of new PSAs
- **Prior to local events or key national dates**
  - Mental Health Month – May
  - Natl. Health Education Week & Child Health Day – Oct.
- **When new research or positive results are available**

# Be Prepared

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- Plan the key points you want to make
  - Goals and target of the advertising
  - Insights driving PSA strategy
  - Research and statistics, local when available
  - Underscore relevance of issue to the community (local stories, results, programs, events, partners, anecdotal information)
  - Campaign fulfillment, call-to-action
  - Emphasize year-round need

# Be Prepared

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- **Keep the tone relaxed and friendly**
- **End with an ask**
  - Run the PSAs
  - Include content about destigmatizing mental health, related health information, local stories, and URL link on medium's website
  - Reiterate availability of spokespeople for interviews and information for special reports
- **Include leave-behind materials**



## Close the Loop

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- **Send a note of thanks after your meeting and after you see/hear the PSAs**
- **Respond quickly to unanswered questions**
- **Follow up a few weeks later to inquire whether additional information is needed; Ask about media's plans to support the PSA campaign**
- **Reiterate that you are a resource for them**

## Sample Questions for You to Ask

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- **Does your company have a specific policy regarding PSA support?**
- **Are you currently focusing on a particular issue?**
- **Has mental health ever been a focus of your company?**
- **Are there upcoming events, programs, other initiatives that we can work together on?**
- **Does your station/newspaper have a website and, if so, can you set up a link to the campaign URL?**

# Top 10 Media Outreach Tips

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- 10. Anticipate and prepare answers to questions that may arise**
- 9. Create an outreach plan: identify your best media prospects, set a timeline**
- 8. Prepare your “pitch”**
- 7. Make an “ask”**
- 6. Leave behind a package of information and PSA materials**

## Top 10 Media Outreach Tips

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5. **Respond quickly to unanswered questions**
4. **Invite media to your events**
3. **Keep the media informed**
2. **Acknowledge your media supporters**
1. **Connect the issue and the PSA campaign to the community**

# Localization



# What is a Localized PSA?

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- **Information linking the advertising to a local group to emphasize its connection to the community**
- **A local tag or logo usually inserted in open time (:05) at the end of a TV or radio spot, or within open space on a print ad**

# Sample Local Tags

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## TV



## Radio

**“A public service announcement brought to you by the Ohio Boys and Girls Club and the Ad Council”**

Pre-recorded or live announcer script

## How to Localize the PSAs?

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- You can localize the “Door” and “Video Game” TV or “7:40 Movie” radio PSAs.
- Please visit the partner section of [whatadifference.org](http://whatadifference.org) or contact the ADS Center to obtain a localization order form.



# **Building Media Relations**

**NAMI Director of Media Relations**

**Bob Carolla**

## Media Relations

- Grassroots means people.
- Television, radio and newspaper executives are people, too.
- Personal contact makes the difference.
- It's all about community.



# Targeting

- Develop a list of television, radio and print organizations in your community.
- Prioritize.
- Identify the right person:
  - Public service or public relations director
  - Station manager
  - Advertising manager
  - Editor or feature editor



## Targeting, Continued

- Check Web sites for names, titles, email addresses and phone numbers.
- Call the switchboard and ask.
- You may get referred—be ready to navigate bureaucracy.
- TV or radio stations often are part of larger broadcasting groups; you may need to contact public service or advertising managers in the top office.
- Don't forget the little guys—they may be your best opportunities.



# Pitching

- Don't be afraid or intimidated
- Be prepared. Practice. Use talking points.
- Be short and specific. Tell them you will send them more information or ask for a face to face meeting.
- Be patient and polite, but persistent.
- Media offices are intense environments. Lots of people pitching. Lots of letters and email. Lots of deadlines.



## Pitching

- The first step is getting someone to listen.
- It gets easier each time you try.
- Stick to facts.
- Don't be extreme.
- Build credibility.



## How to Contact

- Letterheads
- E-mails not faxes
- Phone
- Meetings



## Emails

- Subject lines are headlines.
- Short and simple.
- Don't attach documents—paste-in text or link elsewhere.





# Community Support

- Think strategically; broaden your base.
- Send or deliver on letterheads from more than one organization.
- City or county officials; school superintendents
- PTA, Rotary Club, churches.
- Don't overwhelm; too many emails or phone calls may backfire. Divide up assignments. Share information. Space contacts out.



## Meetings

- Choose group carefully
- Leaders from key organizations
- Psychiatrist, consumer and family member
- Specific “asks”
- Don’t overwhelm. Begin a dialogue.

## Timing

- Suggest specific time periods:
  - Mental Health Month
  - Back to School Week
  - Mental Illness Awareness Week
- Coordinate as part of a broader campaign or series of news or feature stories.
- Offer people to interview; get introduced to others.



## Conclusion

- It's all about people.
- It's about building relationships.
- It's about building credibility.
- It's about action over time.





## Contact NASC Liaisons

### ADS Center—Technical Assistance

The ADS Center will provide additional reinforcement and support in order to equip state and community representatives to engage in anti-stigma efforts related to the NASC on the local level.

**America Doria-Medina**  
**SAMHSA ADS Center**

Senior Technical Assistance Specialist

Ph: 800-540-0320

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NASC Liaison

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## More Information

*For more information, contact:*

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## Resources

### On the Internet:

*The views expressed within these resources do not necessarily represent the views, policies, and positions of the Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, or the U.S. Department of Health and Human Services.*

#### **SAMHSA's National Anti-Stigma Campaign**

<http://www.whatadifference.org/>

#### **SAMHSA's Elimination of Barriers Initiative (EBI) —**

<http://www.allmentalhealth.samhsa.gov>

#### **The SAMHSA/CMHS Voice Awards —**

<http://www.allmentalhealth.samhsa.gov/voiceawards/index.html>

#### **Video highlights of the 2005 SAMHSA CMHS Voice Awards ceremony —**

<http://www.stopstigma.samhsa.gov/2005VoiceAwards.htm>



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